

**U.G. 4th Semester Examination - 2021****MEDIA STUDIES****[HONOURS]****Course Code : MSD-H-CC-T-9****(Advertising & Marketing)**

Full Marks : 30

Time : 1½ Hours

*The figures in the right-hand margin indicate marks.**Candidates are required to give their answers in their own words as far as practicable.*1. Answer any **five** questions of the following:

2×5=10

- a) Write the types of Outdoor Advertising.
- b) Who is the brand Ambassador of Incredible India?
- c) Name the mascots who represented Olympic 2021.
- d) Name the brand under which the sub-brand Fevicol exists.
- e) What type of advertisement is the Swachh Bharat Campaign?

f) Name the soap opera which was first sponsored by the brand Maggi in India and heralded an era of sponsorships.

g) Why is branding important?

h) Which is the first advertising agency in India?

2. Answer any **two** of the following: 5×2=10

- a) Write a short note on the functions of advertising.
- b) Briefly state about DAGMAR model.
- c) How AIDA model helps a consumer?
- d) What is celebrity endorsements? Provide an example of an advertisement where you think celebrity advertisements were not big success.
- e) What are the factors that influence advertising planning? Briefly state what are the main types of objectives.

3. Answer any **one** of the following: 10×1=10

- a) What is PLC? Explain it in detail.
- b) What are the different types of advertising mediums? Explain each of their advantages and disadvantages.
- c) Write a brief history of advertisement in India.

*[Turn Over]*